

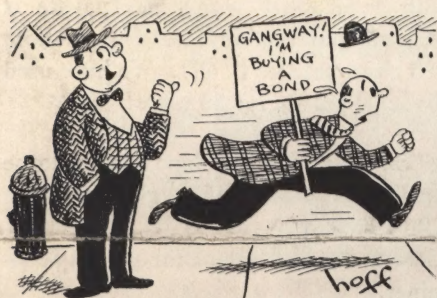
HASTINGS XX-TRA

JUNE, 1942

Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them

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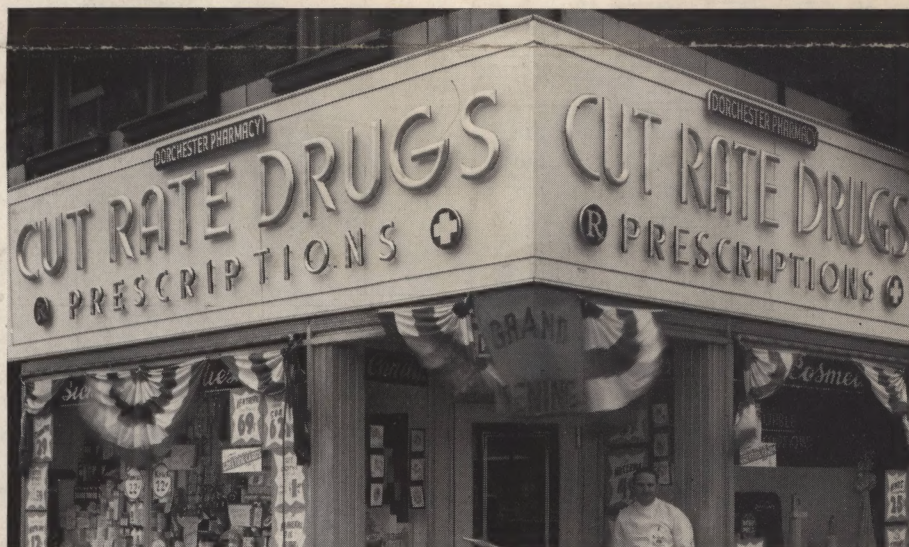
PACK 17, BOOK 2



In an ever-increasing flood, the dimes and dollars of every free American must be invested in free America. War is never cheap, but the hungry, helpless people of war-wrecked lands show us that it is a million times cheaper to win than to lose.

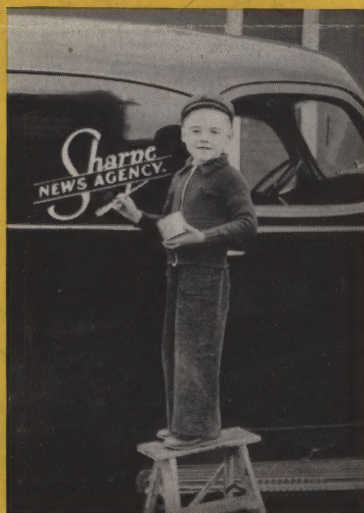
America asks our help . . . in terms of greater sacrifices, greater investment in all we are fighting to protect. To raise the billions which we now need to win the war, we must all buy **MORE War Savings Bonds and Stamps!**

"War Jobs" That Use 100% Non-Priority Materials



Courtesy of Charold Co.

Six-Year Old "Apprentice" Helps His Dad



Master Schock, of Tamaqua, Pa., looks very much pleased with himself, as he certainly has a right to be . . . IF he had a hand in this fine truck lettering job. His dad evidently believes in starting 'em young and starting 'em right.

Mr. Schock, Sr., writes that this lettering job (using Hastings Gold Leaf, of course!) has brought him a lot of favorable comment. The truck itself is maroon and he has outlined the gilded letters in the name "Sharpe" in green, the other letters in red. The two straight lines are also green. Nice work, Mr. Schock!

In these wartimes, when materials are being requisitioned right and left for war needs, sign men are particularly lucky! Lucky that many of their finest and most popular materials . . . Hastings Gold Leaf, for example . . . are NOT under priorities.

Illustrated above is a "war job"—a sign built of 100% non-priority materials—that is attractive, arresting and easy to produce.

An outstanding feature is the use of round-face wood letters, gilded with Hastings 23 karat Gold Leaf, mounted on pins so that they stand away 2 inches from the background.

The background is an interesting new development. A high gloss white finish that closely resembles glass is applied on tough and durable tempered prest-wood.

(Continued on page 3)

A MAGAZINE OF VALUABLE IDEAS FOR GOLD LEAF USERS

This is the 59th Issue of
HASTINGS XX-TRA

JOHN V. HASTINGS, JR., Editor
 Published throughout the year by
 Hastings & Company

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 and

47 W. 16th Street, New York, N. Y.
 (W. H. Kemp Division)

*Hastings & Co. was founded in 1820 by
 Dr. John Hastings and has continued for 122
 years in the control of the Hastings family.*

JOHN V. HASTINGS, JR.
 G. BRINTON THOMAS, JR.
 HENRY B. ROBB, JR.
 Partners

PACK 17

JUNE, 1942

BOOK 2

War Fronts and Store Fronts

If Uncle Sam told you he needed *all* of the materials you use to build signs and store fronts for the war fronts, you'd "take it on the chin" and fade out of the sign business for the duration.

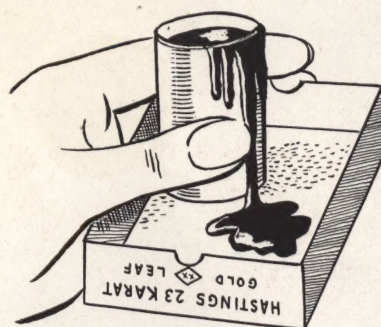
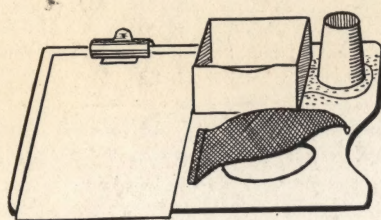
Well, according to reports I get from the field, some sign men are adopting exactly that attitude today. They're ready to cry quits . . . even though plenty of the finest and most popular materials used in making signs are still available in unlimited quantities. And even though the opportunities for new and *more profitable* business, with these materials, are greater than they've been in years!

Remember . . . there are NO priorities on gold leaf, on wood, on raised wood letters, on glass, on many newly developed materials. Remember, too, that gold leaf is the most universally accepted sign material in the world! For generations, customers have responded to the appeal of richness, distinction and dignity that only genuine gold can give.

With the war fronts consuming the entire production of metals . . . and with power conservation and dimouts restricting the use of electricity . . . now is the time to go out and sell gold leaf signs!

John V. Hastings Jr.

Conservation Expert Finds Use for Gold Leaf Book, Envelopes & Box!



MR. R. R. Hatch of Santa Barbara, Calif., gives some pointers on how to use everything that comes with a Hastings Gold Leaf pack! Here's his story:

"Sketch 1. Put empty gold leaf book under palette with one sheet on top, hold with small clip. When new palette is desired, fold another sheet from bottom (25 clean palettes in all). We have used the same palette for 20 years!

"Sketch 2. Use envelope to catch loose surplus from glass after gilding. Rake gold from cotton on top edge of envelope. Close and fold envelope for skewing container.

"Sketch 3. Set can in corner of box, hold can and box as one. Keeps paint from running or dripping on work. Used when off hand work is desired."

We congratulate Mr. Hatch on his ingenuity and gladly pass on his suggestions to all Hastings Gold Leaf users.

Midway Island 'Bombarded' with Hastings Gold Leaf!

. . . and within the last year, too! Carlton D. Williams, of Anderson, S. C., reports that in that time he gilded with Hastings Gold plenty of signs on famed Midway Island, scene of our first great naval victory!

Mr. Williams spent over a year working for naval contractors in the Pacific Islands, returning only recently. He also states that "Honolulu is a good town for gold leaf signs and you'll find plenty of Hastings on the windows there . . . and lots of it in Manila."

At his request, we have sent Mr. Williams all the back copies of the XX-TRA which he missed on his travels . . . very much pleased that he should ask for them. We have also enrolled him as a "junior" member of our 30-Year Club.

Welcome to Hastings "Fifty-Year Club"

. . . and this means Charles C. Baer of Port Huron, Mich., who has used Hastings Gold Leaf for 57 years!

New 30-Year Club Members

Greetings to A. A. Myers, St. Joseph, Mo.; J. A. Neister, Lynchburg, Va.; J. L. Roscow, Lincoln, Neb. and Albert H. Bester, Ironton, Ohio.



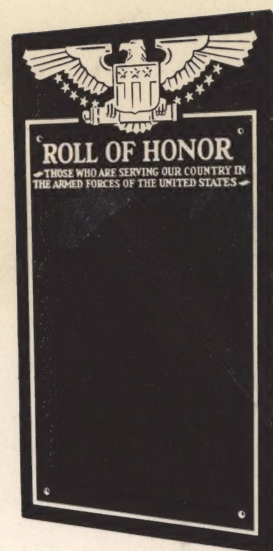
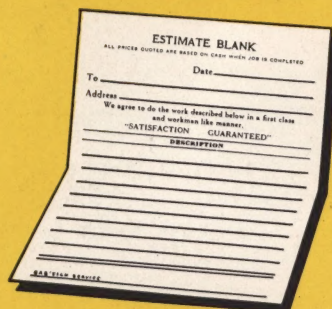
Prior-Smith Sign Co., Hornell, N. Y., made this attractive sign for a Hornell shop, lettering Hastings Very Thin Silver on glass with a black background.



Uncle Sam Permits "America's Only Complete Mobile Sign Service" To Buy Two Brand-New Tires

Because C. L. Babcock, of Bab's Sign Service, takes care of signs over "practically the whole upper half of lower Michigan," he was able to buy, by government regulation, two new truck tires. Other mobile sign men, please note!

The owner of "America's Only Complete Mobile Sign Service" contributes an efficient idea in his combined business card (front) and estimate form (reverse), as shown below. A single-sheet matching estimate form provides his file copy.



Roll of Honor Plaques Create Opportunities for New Customers and Sales!

A source of new business for sign men ... a plaque to honor company employees who have joined the services.

One style is a plaque made of Carrara Glass (as illustrated), in black or gray, measuring 18" x 30" and accommodating up to 72 names. (Other sizes can be made.) Design, lettering and border are carved into the glass, decorated with genuine gold leaf. Employee names are added by the sign man from time to time.

There are many opportunities in this kind of work, using non-priority materials such as wood or glass.

"War Jobs" That Use 100% Non-Priority Materials

(Continued from page 1)

The same high gloss material that was used on the sign shown on page 1, this time in black, forms the background of the Verlin & Sons sign, at left.

Faces of the 30" high letters are in prism form, with all except the 1 1/4" flat center gilded with Hastings Gold Leaf. The flat face center is painted red, with button reflectors spaced at intervals.

Because the sign is built on an inward slope, so that the top projects 12" and the bottom only 1", the button reflectors pick up light from the store interior at night, which—combined with the gold—gives an effect of great brilliance.



Another "war job" using no materials that are under priority is this striking sign erected for Verlin & Sons. Both this sign

and the one illustrated on page 1 (Cut Rate Drugs) are examples of the fine work of the Wein Sign Co., Brooklyn, N. Y.

From the Mail Bag

MR. A. K. Mench of Flagstaff, Ariz., adds a feather to our cap by asking us to send him copies of former issues of the XX-TRA which he had loaned to a friend who skipped town with them! We are glad to know that our magazine is so valuable!

G. W. Blankenship of Little Rock, Ark., recently sent us a pack of waste cotton and rags with a notation that one of the

rags contained skewings of a job requiring 65 books of Hastings Gold Leaf! He went on to say that every leaf was perfect and only a small amount of patching was necessary.

Thanks, Frank Mucha of Hazelton, Pa., for your order for Hastings K. & H. size for truck lettering. Thanks, too, for this quote: "It's great stuff and we're still using your gold with wonderful results."

"Have had more gold leaf jobs during the past 3 months than during the whole of last year," says E. K. Hassler of Pittsburgh, Pa. We'll bet this year's hat that Mr. Hassler has been "out for business!" It's there if you look for it!

Joseph E. Bird of Carrollton, Ill., writes interestingly "... just finished gold leaf job on drug store's 3 windows to take the place of Neon ..." We learn daily of many cases where Hastings Gold Leaf is replacing vital war materials in the craft.

Congratulations!

—to Ambrose Wilson, gold beater, who is now celebrating his 63rd year in the employ of Hastings & Co.!



We still have a few copies of the last edition of Hastings' booklet, "Practical Suggestions on the Use of Gold Leaf."

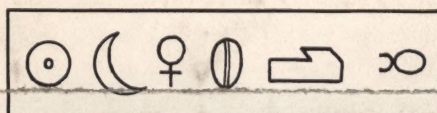
Now that gold leaf is assuming greater than ever importance in sign work, even experienced sign men can find many things of value in this little volume.

We also have supplies of postal cards, blotters and folders to help build sales. Send for samples and for a copy of the Hastings' booklet.



Neon "Blacks Out" to Announce Illness

We're certainly sorry for Walt and hope his illness isn't serious! Thanks to James Lucente, Amsterdam, N. Y., who contributed this amusing item.



Chinese Laundry Ticket? No, an Alchemical Telegram

... from Hastings & Co., telling you what they use in their manufacturing processes.

Handed down from somewhere in the dim past, these alchemical symbols mean: (1) gold; (2) silver; (3) copper; (4) saltpeter; (5) borax; (6) platinum.

(Editor's note: Next time you order a Hastings product, don't—we beg you—use these symbols!)



"My wife always becomes historical when I stay out late."

"You mean hysterical."

"No, historical. She digs up my past."



A quartet is where all four think the other three can't sing.

A trio is a tenor with a convoy!



"I had a hunch today. I got up at seven, had seven dollars in my pocket, there were seven of us at lunch, and there were seven horses in the race. I picked the seventh."

"So he came in the winner?"

"No, he came in seventh."



Gold-Beater Gus: "How did you get that bump?"

Gold-Beater Joe: "My wife threw a vase at me."

Gold-Beater Gus: "Why didn't you duck?"

Gold-Beater Joe: "I did, but she allowed for it."



A man always chases a woman until she catches him.



She: "Do you love me?"

He: "Yes, dear."

She: "Would you die for me?"

He: "No—mine is an undying love."



And now there's the guy who takes corners on two wheels in order to save tires.



Operator: "It costs seventy-five cents to talk to Bloomfield."

He: "Can't you make a special rate for listening? I want to call my wife."